

Foster Care Recruitment Commission Presentation

April 14, 2014



Intake of Families

- **Our Intake phone lines are answered from from 8:30AM-5PM.**
 - **Calls can be rolled over to 4 people to insure they are responded to even during RDOs, staff days off, and lunch hours.**
 - **Voicemail is used for after hours calls and callers are responded to by the next business day.**
 - **We have Spanish-speaking staff to respond to Spanish language calls.**
 - **For special events with a higher volume of calls, other staff are pulled in to assist.**
 - **To insure good customer service, every family is sent an evaluation form of their service. See handout**

Orientations and Follow-up

- PRU, in partnership with Community Care Licensing (CCL), facilitates about 8 orientations a month throughout the County. They are offered in English, Spanish, and special ones in Korean
- Families that call in register for an Orientation
- They are mailed logistical information about the location, time, parking, etc.
- Families are called a few days before the Orientation as a reminder.
- Families that miss their Orientation are sent a letter asking if they'd like to sign up for another date

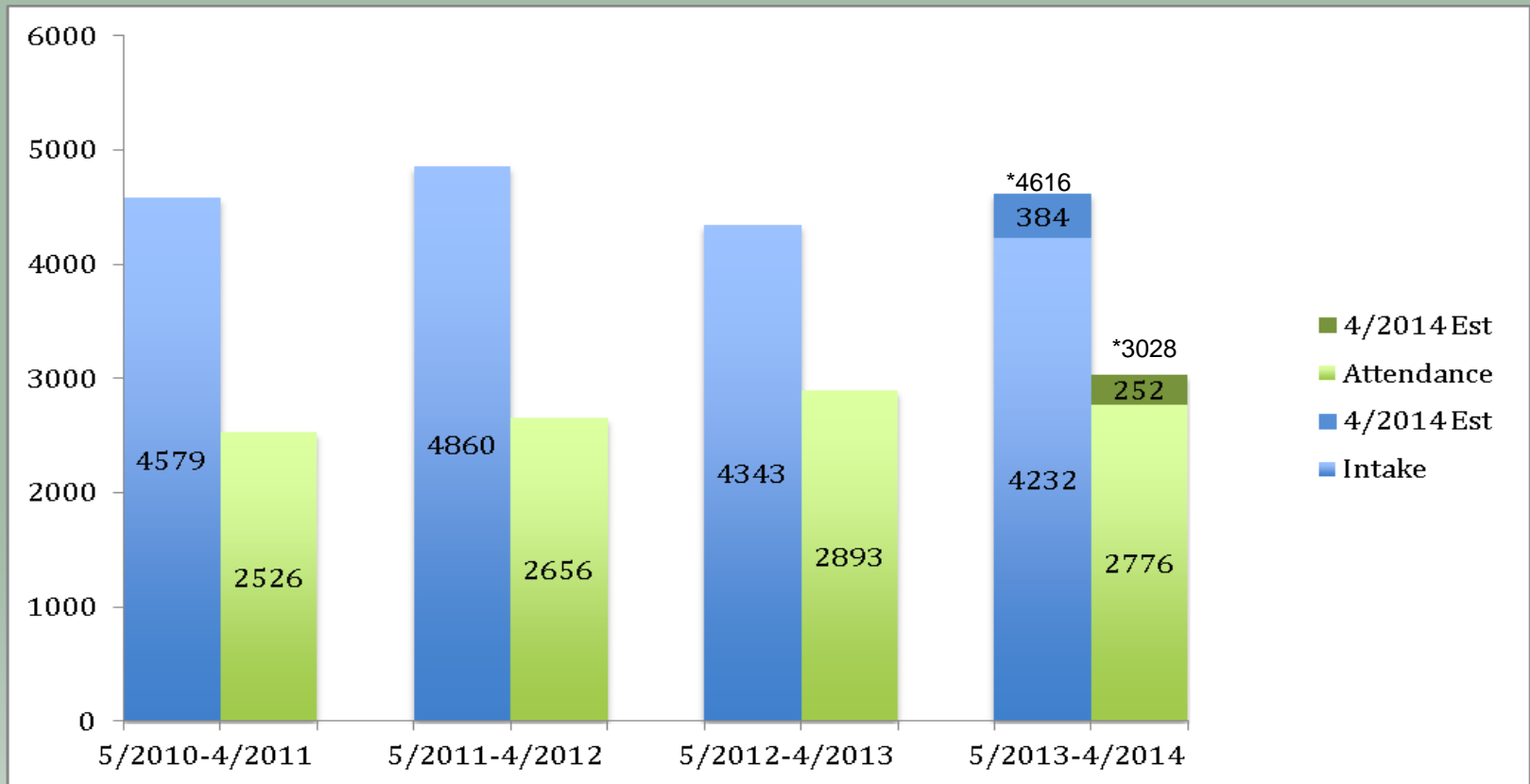
Pre-Approval Retention

- Ambassadors – Foster Parents that support applicants
- Paperwork Self-help Clinics with CCL
- Live Scan Clinics
- Worked with the National Resource Center on Diligent Recruitment (NRC) on making the orientations more user friendly. See handout for new evaluation tool.
- Business Process Re-engineering with the NRC for PS-MAPP registration
- Constantly looking at new ways to improve such as showing a video at the beginning of our Orientation of different families that have fostered and adopted

Foster Home Recruitment Efforts

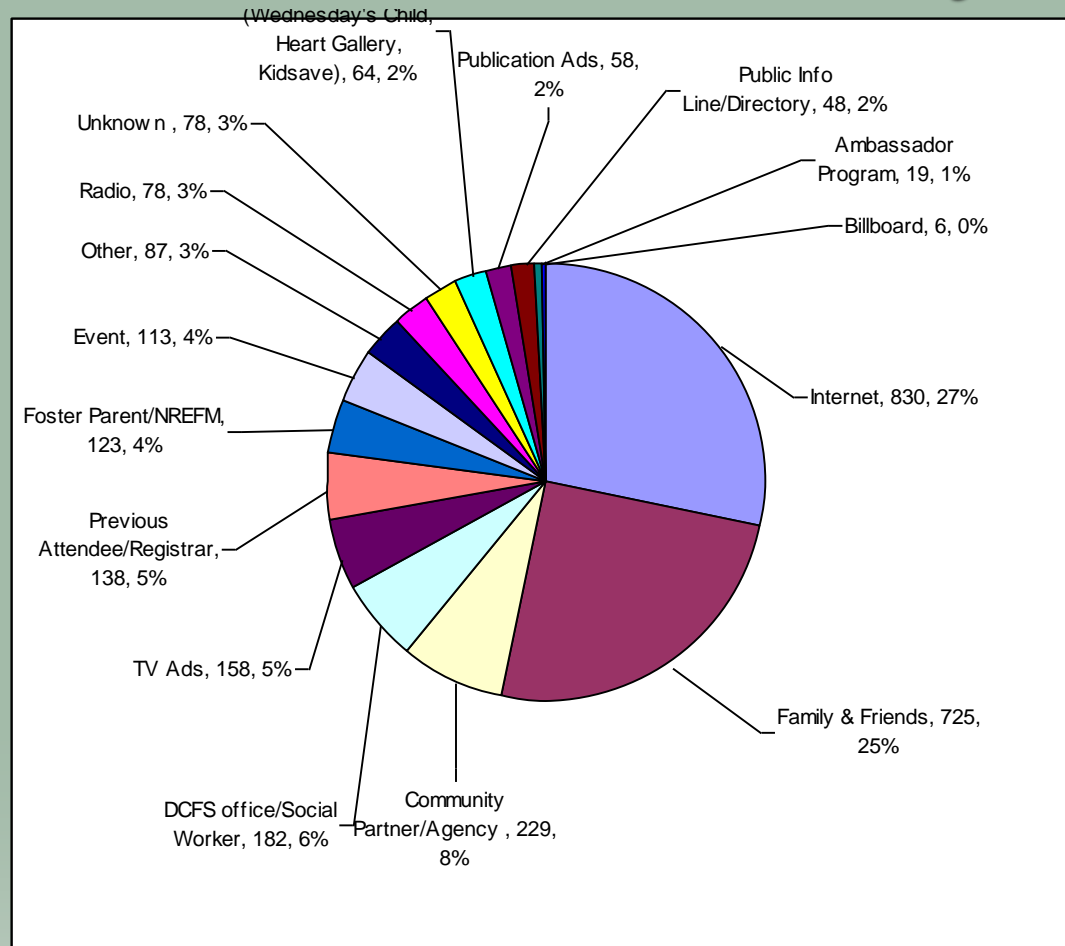
- The Placement and Recruitment Units (PRU) are responsible for all foster parent recruitment activities. This includes:
 - General Recruitment (e.g. media campaigns, presentations, faith-based outreach)
 - Targeted Recruitment (e.g. on behalf of children with medical needs, siblings, infants, teens, etc.)
 - See handouts for more details of ways PRU recruits foster families

Intake Calls and Orientation Attendance

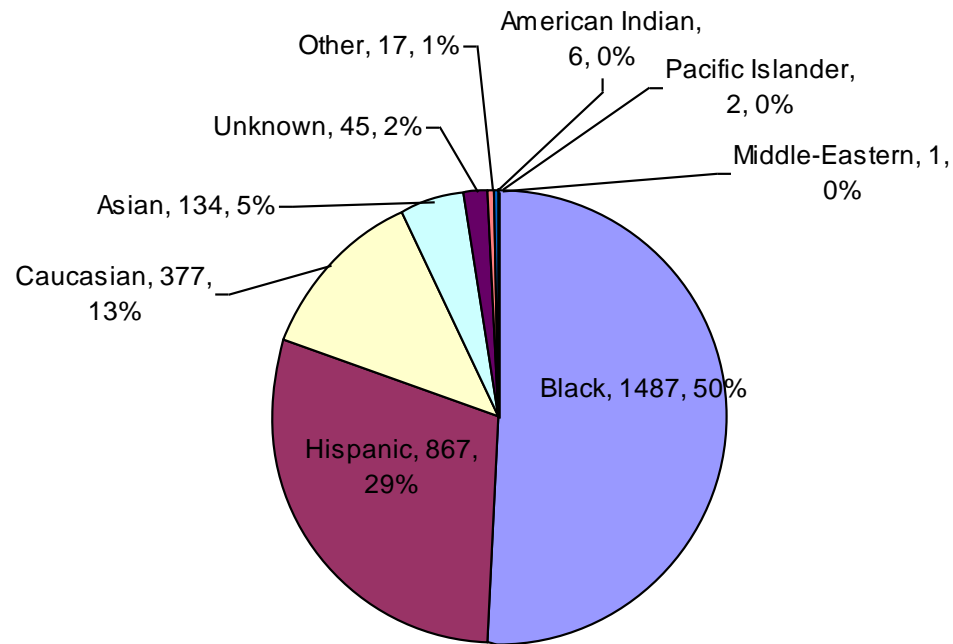


* Projected 2014 Total

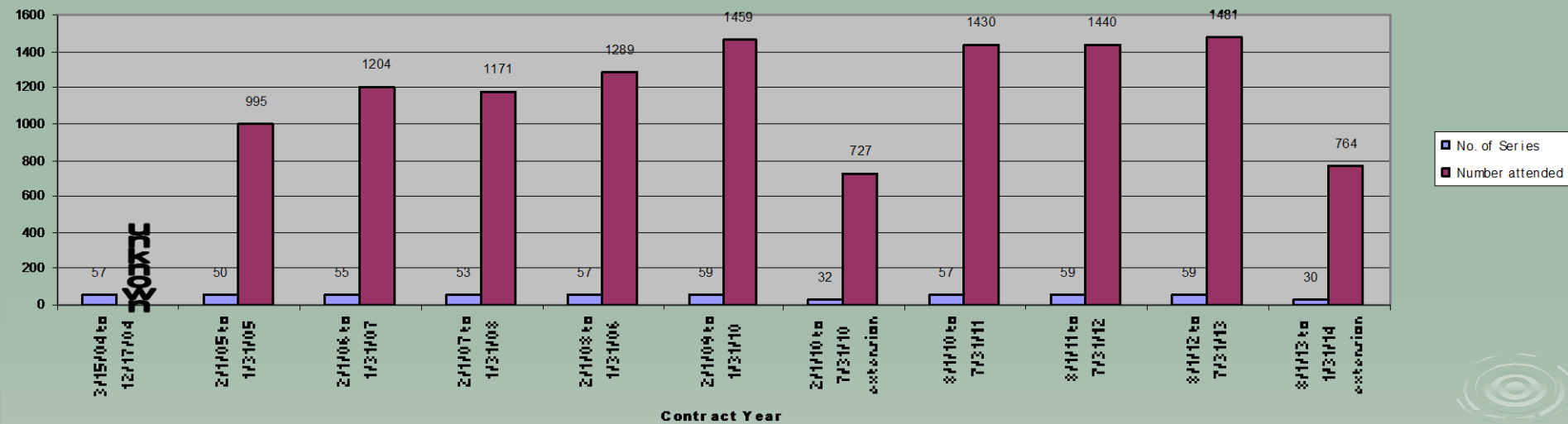
Orientation Attendance by Source



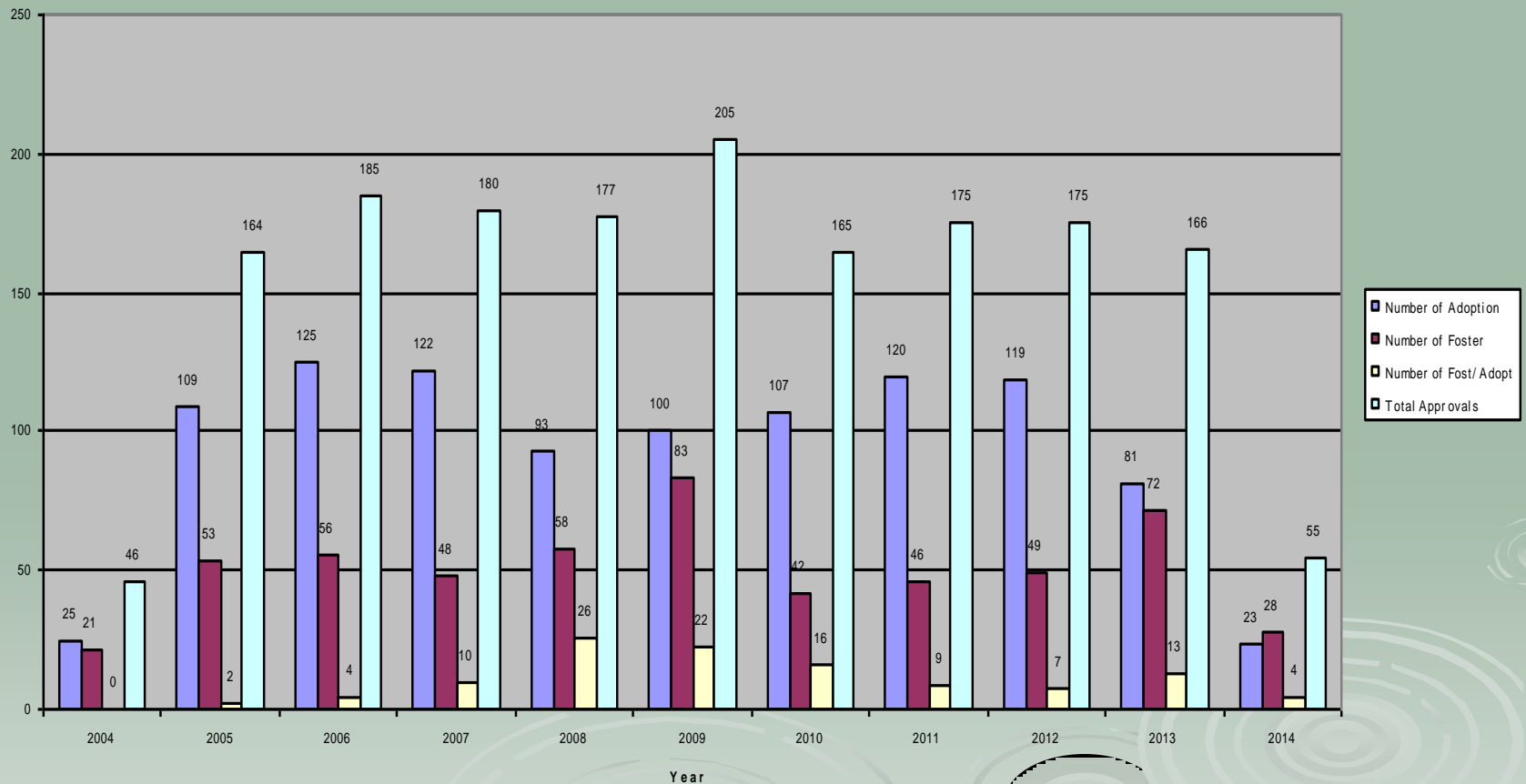
Orientation Attendance by Ethnicity.



PS-MAPP Attendance



Consolidated Home Study Approvals



Thank You

Questions?



DCFS Foster Parent Recruitment Efforts

April 14, 2014

Recruitment is done in three ways, 1) general recruitment such as media campaigns and faith-based outreach, 2) targeted recruitment – focusing on a specific group of people such as outreaching to medical staff at a hospital on behalf of children with medical needs, and 3) child specific recruitment – this is usually for adoption.

General Recruitment Activities that Have Occurred Over the Last Year

- Participated in about 50 community events throughout the county where we had booths with trained staff providing outreach, information, and follow-up.
- Participated in approximately 25 faith-based events over the last year with various churches and places of worship where we had presentations and hosted 'Open Your Heart Sunday' events to recruit new resource parents. Many of these are accompanied by not only the church's outreach efforts, but with radio and print campaigns to guide people to the events.
- Aired TV and radio campaigns on a variety of stations, many of whose major audiences are Latino and African American such as : Univision, KTLA, Time Warner Cable Channels, Estrella TV, KJLH, Hot 92.3, and Que Buena, KPCC, KCRW, and The Wave
- Print advertisements in LA Opinion, LA Sentinel, Gay Parent and Fight Magazines, Long Beach Press, Torrance Daily Breeze, Outlook Newspaper, Whittier Daily News. These are also designed to reach a diverse audience.
- Other print locations include: an article in the DCFS November newsletter, an article in the DCFS Kinship Division's newsletter (the newsletter is sent to relative caregivers and non-related extended family members), articles in the County Digest, monthly ads in the LACERA newsletter, annual announcements in the eCAPS – electronic paystub viewer, and we are working on on-going monthly articles in the 2nd District's (Mark Ridley-Thomas) newsletter addressing the need for more foster parents
- Partnered with community organizations such as the Long Beach City Council, Torrance, Montrose, and Diamond Bar libraries for events and to display the Heart Gallery and recruitment literature.
- Continued with our Ambassador Program where trained foster parents go out into the community to help recruit and then support prospective families. The Ambassadors provide support to the families during the assessment and training process and receive stipends at various points – after a family attends an orientation, completes PS-MAPP and is approved as a resource parent.
- PSAs in the movie theaters and stand-up lobby displays
- Revised our Recruitment Website and created a recruitment Facebook page.
- Met with and tried to work with the Foster Parent Associations to develop recruitment partnerships with them.

Targeted Recruitment

- Specialized media campaigns specifically for fostering infants and siblings
- For children with medical needs, reached out to various hospitals to recruit medical staff and other employees by doing lunchroom presentations.
- Provided staff and table displays at various events such as The Walk for Autism and the Special Olympics again for children with medical needs
- Inserted Whole Family Foster Home Flyers in foster care warrants

- Partnered with Korean American Family Services to recruit foster parents from the Korean community.
- Participated in Pow-Wows and other American Indian events
- As part of the Diligent Recruitment federal grant, partnered with Five Acres to outreach to the deaf community
- Partnered with RaiseAChild.US organization and FFAs (including SCFFA, McKinley, the Village, Vista Del Mar, and Penny Lane) to recruit and have a presence in the LGBT community by participating in three major recruitment events each year and promote recruitment via E-blasts, lamp posts, postcard distribution, radio ads and print ads

Special Projects

- For children and teens with emotional and behavioral challenges, assisted Foster Family Agencies with recruitment events, brochures and promotional materials, and advertisements, for their Therapeutic Foster Care (TFC) recruitment. Since DCFS does not have TFC, all referrals from these efforts go directly to the FFAs which include Aviva, CII, David & Margaret, Ettie Lee, Hathaway-Sycamores, Penny Lane, Rosemary's, The Village, Vista Del Mar and possibly ChildNet.
- As part of the Diligent Recruitment federal grant, we have enhanced our faith-based outreach efforts by having a contracted representative develop an Interfaith Recruitment Council to keep places of worship involved in on-going recruitment and support. We will also be having an Interfaith Foster Care Summit in May in partnership with other agencies and FFAs such as Vista Del Mar, Five Acres, SCFFA, and Penny Lane.
- To encourage families to consider parenting teens, we are hoping to train about 10-15 teens currently in foster care to be part of our Speaker's Bureau. They will then be part of the panel at PS-MAPP classes and other engagements. They will be given gift cards for their participation. This will also help them gain confidence, be part of a team, show job experience for their résumés, and maybe even get a placement.
- We have been working with the National Resource Center on Diligent Recruitment (NRC). Two particular areas of focus have been 1) improving the Orientations to make them more user friendly and 2) Business Process Re-engineering for better customer service in registering families into PS-MAPP.

Some Previous Activities

- Yahoo Display Ads search engine optimization
- Billboards throughout LA County
- Bus Shelter ads
- Door-to-Door flyer distribution
- Ads on Pizza boxes
- Door Hangers
- Recruitment booth at the Los Angeles County Fair

Customer Service at Intake

We take our customer service very seriously as we know how important that first contact with an agency can be.

Over the last year, we received approximately 863 surveys back from applicants regarding three of the four people that answer our intake line. We did not get any surveys for the last person, most likely because she doesn't take too many of the calls.

There is a rating scale of 1-5 with 5 being best. The first two questions are regarding the representative being 'courteous, friendly, and enthusiastic' and 'knowledgeable and informative.' Here are the results of those two questions.

La Tanya

317 surveys

91% gave her a rating of 5

9% gave her a rating of 4

Less than 1% (3 people) gave her a rating of 3

Estella

190 surveys

85% gave her a rating of 5

13% gave her a rating of 4

2% gave her a rating of 3

Evelyn

84 surveys

95% gave her a rating of 5

3% gave her a rating of 4

2% gave her a rating of 3

La Tanya is the main person that answers the intake line. Comment from the survey included the following: "She was delightful. She made me feel good about my choice to foster," "...have all been helpful and friendly, which makes me optimistic about the whole adoption process at this beginning stages," "The promptness and attention given me is a huge encouragement that valuable service is still available on demand. I look forward to a working relationship with the organization," "The person on the line took the time to listen. Was very helpful," "La Tanya was excellent. She was very informative, helpful and has a great personality. I appreciate her ability to be personable yet very professional," "The person attending me was very polite and helpful. I felt I was talking to my best friend," "Rep. was compassionate, thoughtful and very informative."

It should be noted that all these clients took the time and effort to comment, pay for a stamp and return the surveys.

Foster Care & Adoption Orientation Evaluation.

Date: _____ Location: _____

DCFS Presenter Name: _____ CCL Presenter Name: _____

Thank you for taking the time to complete this evaluation. Your input will help us ensure the quality of our orientations. Please CHECK the BOX which best indicates how strongly you agree or disagree with the following statements:

Questions Regarding the First Presentation That Was Given by DCFS	Strongly Agree	Agree	Disagree	Strongly Disagree
1. The DCFS presenter delivered a clear and well-organized presentation.				
2. The DCFS handouts and PowerPoint screen presentation were helpful.				
3. The DCFS presenter was engaged with the audience.				

Questions Regarding the Second Presentation That Was Given by CCL	Strongly Agree	Agree	Disagree	Strongly Disagree
1. The CCL presenter delivered a clear and well-organized presentation.				
2. The CCL handouts and PowerPoint screen presentation were helpful.				
3. The CCL presenter was engaged with the audience.				

Questions Regarding the Orientation Presentation in General	Strongly Agree	Agree	Disagree	Strongly Disagree
1. CCL and DCFS worked together as a team to help me understand the process.				
2. I received enough information to help me decide about whether I want to become a licensed foster or adoptive parent				
3. I know the next steps I need to take in order to become a licensed foster or adoptive parent.				
4. Based on the orientation I just attended, I am likely to take the next step towards becoming a licensed foster or adoptive parent.				

Please write any comment you have on the back of this page.

Thank you again for considering becoming a foster or adoptive parent.